

**your
marketing
team**



We build a team around you.

The idea is simple. Whatever sits on your desk or waits unopened in your inbox under the title of 'Marketing' is our responsibility – no matter how big or small. We become your marketing team. Every client will have a lead marketing consultant, bolstered by a pool of talent to execute your marketing plan effectively and help you take your business to the next level.

We can work with your preferred partners.

If you have built up a solid working relationship with another marketing agency, a freelance provider or volunteers, but simply don't have the time to manage them, we will work alongside them maintaining your existing relationships. We aim to maximise the return on your investment and build on the knowledge gathered to date. We add value by bringing all the elements together, creating an effective growth strategy.

How does the service work?

It starts by getting to know you and your business objectives. We work together to review your current marketing activities and follow the Chartered Institute of Marketing guidelines to put together a strategic

marketing plan for growth. We review your internal resources and work alongside you to achieve those goals. We can flex our time up during busy periods and reduce them down in quieter months.



**Marketing services
for your growing
business.**



**Marketing
consultancy**



**Web design &
development**



Branding



**Content production
& copywriting**



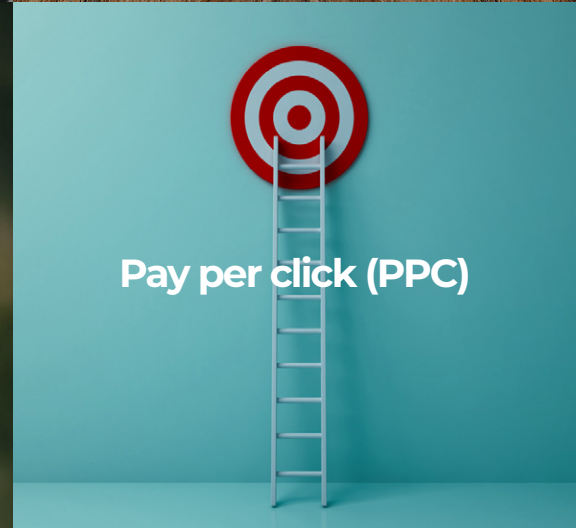
Digital marketing



SEO



Email marketing



Pay per click (PPC)



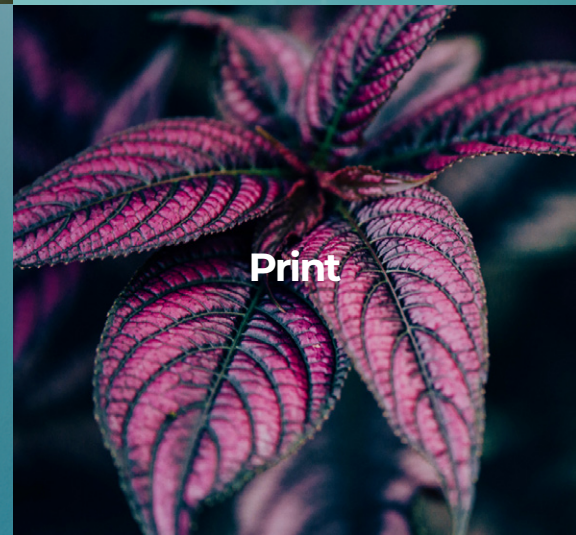
PR



Event management



**Social media
management**



Print

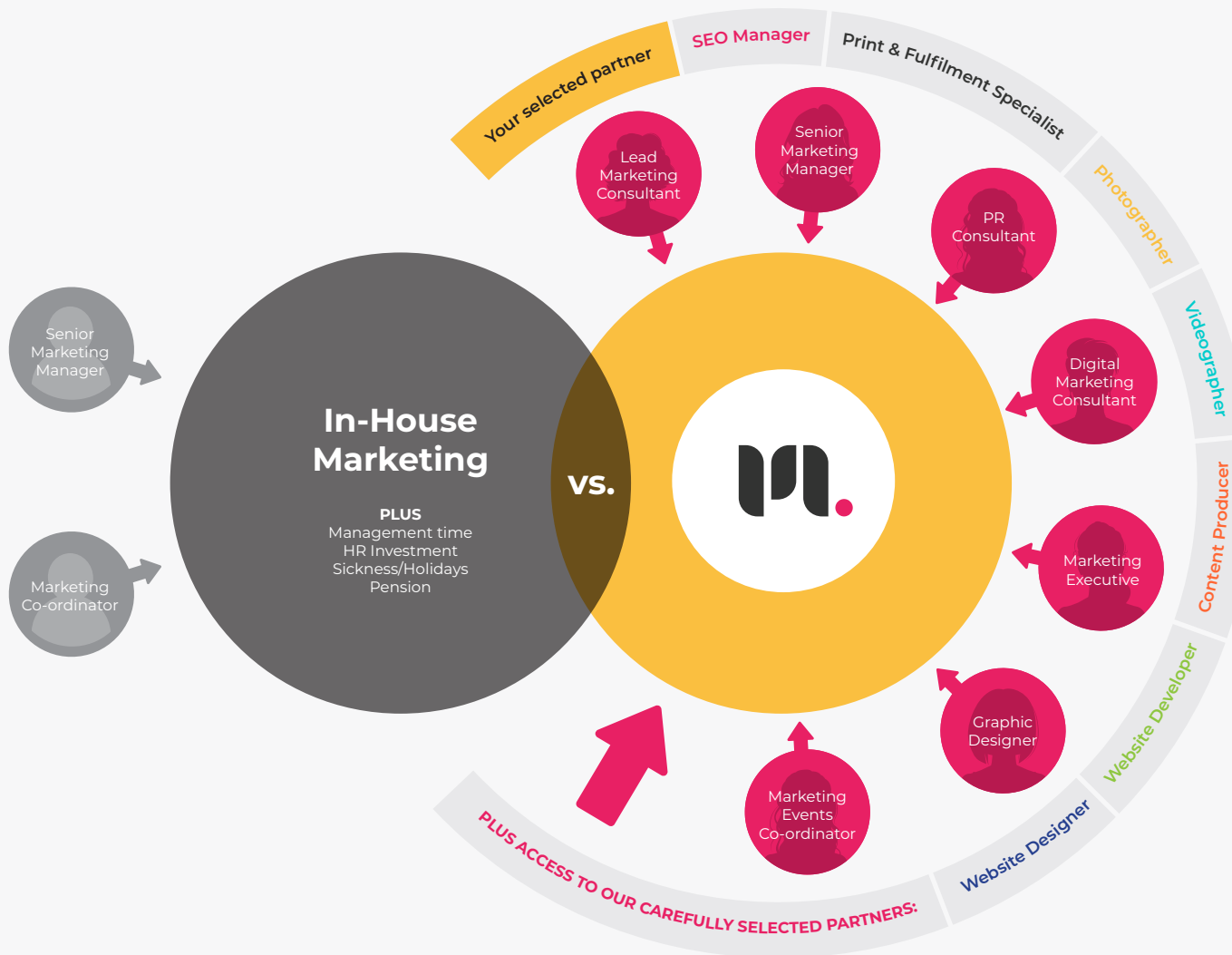


access all the skills needed for growth.

Your Marketing Team make it easy and cost effective to outsource your marketing expertise in exactly the same way as you would IT support or an accountant. You benefit from an experienced team of professionally qualified marketing consultants with broad industry knowledge.

This flexible service enables business owners to benefit from the diverse skills of a whole marketing team, without hiring additional staff.

We build a team around our clients according to their requirements and budget level. Unlike an individual marketing manager, Your Marketing Team has the advantage of bringing a broad range of marketing skills together to build a specialist team around your needs. Whilst you will work day-to-day with a lead consultant, your dedicated marketing support is never off sick or on holiday, as all the team will be involved in executing your marketing communications plan.



your marketing team

- From £1,900+VAT per month
- Management covered
- HR covered
- Pension covered
- Sickness/Holidays covered
- Regular reporting included



Our story.

Everything you need to take
your business to the next level.



Sue Land set up the company in October 2013, originally to work as a freelance marketing manager for one or two small business owners. Growing naturally through recommendation, after two years Sue decided to expand the team, to provide a fully outsourced marketing service for clients covering all aspects of marketing.

Over the past 10 years, Sue has built a team of marketing professionals working alongside a strong network of local partnerships including website designers, developers, videographers, photographers, copywriters and printers. The offering has now evolved to become **Your Marketing Team**, through a blend of in-house consultancy skills and external expertise, with everything you need to take your business to the next level.

Over 10
years helping
businesses
grow





Your team.

Our professionally qualified marketing consultants will lead your specialist team, created with in-house expertise and drawing from our reliable network of trusted partners.

Let's grow
together



Sue Land
Founder & Director



Rebecca Tombs
Marketing Consultant



Steph Lowndes
Marketing Executive



Lisa McShane
Digital Marketing Consultant



Laura Taylor
PR Consultant



Sophie Esene
Digital Marketing Manager



Laura Alder
Graphic Design Consultant



Ellie Gladman
Marketing Executive



Laurie Walters
Marketing Consultant



Our partners.

Specialists, **working together** to grow your business

We have built a trusted network of specialist partners, enabling us to create an entirely bespoke marketing team for each of our clients' individual requirements. If you have existing relationships with marketing partners, we will work alongside them to build upon the bank of knowledge gathered and maximise your committed investment.



Photographers



Copywriters



Graphic designers



Printers



Videographers



Your partners



Web designers



Web developers

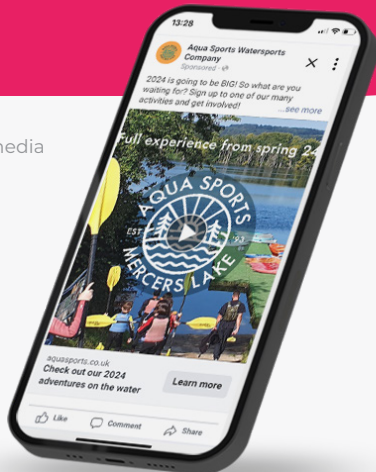


Our work.

Together we help you grow your business

Our extended team have experience working across a wide range of industry sectors and business types, offering a fresh pair of eyes and a breadth of knowledge to help grow your business. In order to protect the interests of our clients, we will only work with one client in each market sector at a time.

Social media content

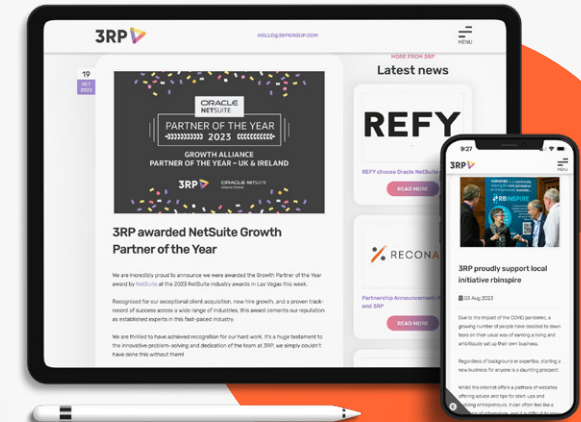


Brochureware

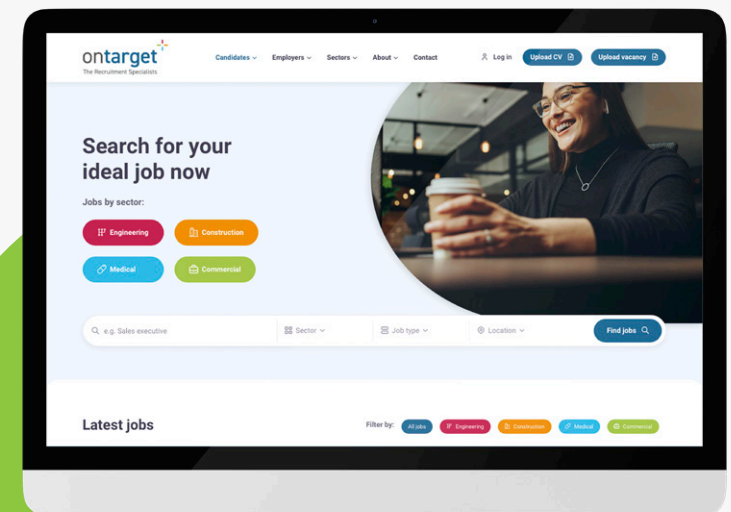


Circle Foods

Brand identity



Blog content



Website design & production



INDUSTRY – PROFESSIONAL TRAINING

SESCA

SESCA Ltd is the professional training subsidiary of The South Eastern Society of Chartered Accountants. They provide quality, cost-effective post-qualification training for accountants and other business professionals across Sussex, Surrey, Kent, Hampshire and Berkshire, as well as online.

Your Marketing Team

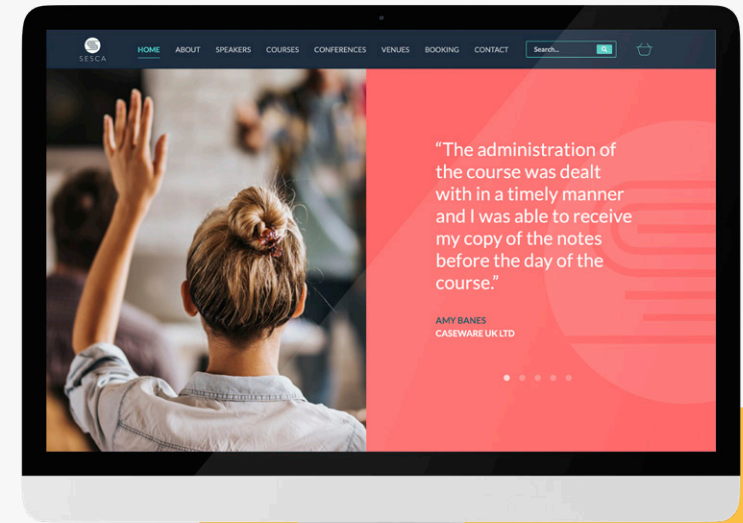
SESCA originally approached us for a new brand identity and website update. Following initial discussions, our team delivered a marketing communications plan to ensure the updated brand identity and website redesign better reflected the business and core proposition. Following the website launch, we continue to work with SESCO to produce their annual course brochures and keep their social media feeds updated.

We deliver

- Marketing strategy consultancy
- Website project management
- Facebook & LinkedIn management
- LinkedIn connection building
- LinkedIn PPC advertising management
- Course brochure design



SESCA Marketing Team



“After designing our new branding and website a few years ago, Sue and her team continue to work with us delivering our digital marketing and design work. We continue to be delighted with their work and positive approach and I would not hesitate to recommend YMT.” **Amelia Morris** - DIRECTOR, SESCO



INDUSTRY – INFORMATION TECHNOLOGY CONSULTANCY

3RP

3RP are a fast-growing Oracle NetSuite Consultancy business. They have a proven track record across a broad range of industries implementing innovative solutions and transforming ERP systems on behalf of their clients.

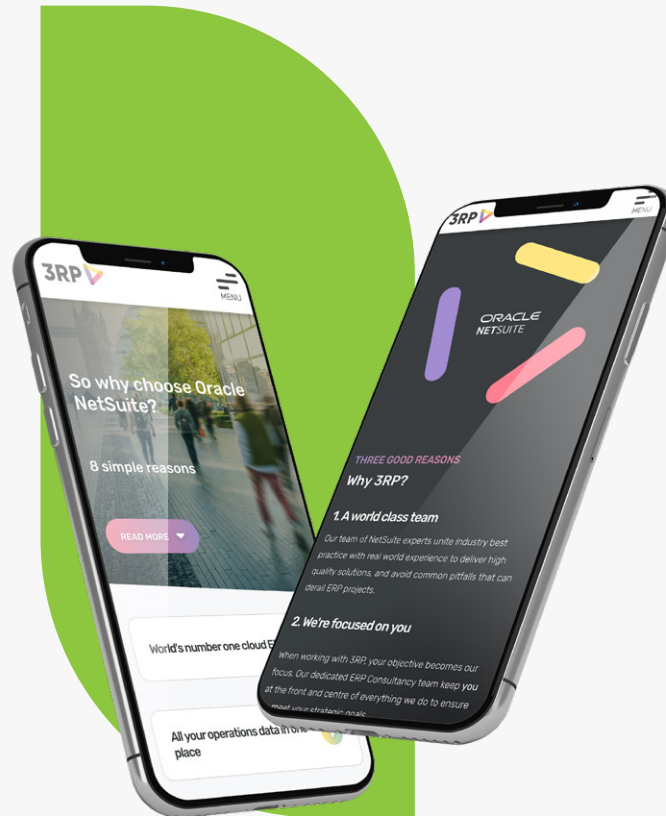
3RP pride themselves on delivering best-in-class service and over the last few years, attracting fast growing e-commerce consumer brands into their client mix. Last year, 3RP won the award for Oracle NetSuite Growth Alliance Partner of the Year.

Your Marketing Team

Initially the 3RP management team approached us to design and build a website to launch their business in 2021. Delighted with the result, the team asked us to help support them by keeping it regularly updated with industry relevant content and managing their marketing partnership content.

We deliver

- Marketing management & relationships with partner brands
- LinkedIn management
- LinkedIn PPC advertising management
- Win stories and new partner announcements
- News article production
- Case studies
- Brand presence at key industry exhibitions



3RP Marketing Team



“We have worked with YMT since launching the business, having no prior experience of marketing a business the team’s advice not only helped shape our strategy but also educated us on the many nuances of marketing. The team continue to support the business across various channels including social media management, content creation and event management. We are grateful for the support offered.”

Adam Johnson - CO-FOUNDER & LEAD CONSULTANT, 3RP



INDUSTRY – BUSINESS IMPROVEMENT DISTRICT -
NOT FOR PROFIT

Caterham BID

The Caterham BID was established in 2017 and incorporates all businesses in Caterham Valley town centre which have a rateable value and are located in the defined area on the BID map.

The BID aims to make the town a better place to shop, visit and work and is funded by businesses in the BID area who pay the equivalent of 2% of their Business Rates in the form of a levy. This levy then funds the projects outlined in the Caterham BID Business Plan which is delivered over a 5 year period.

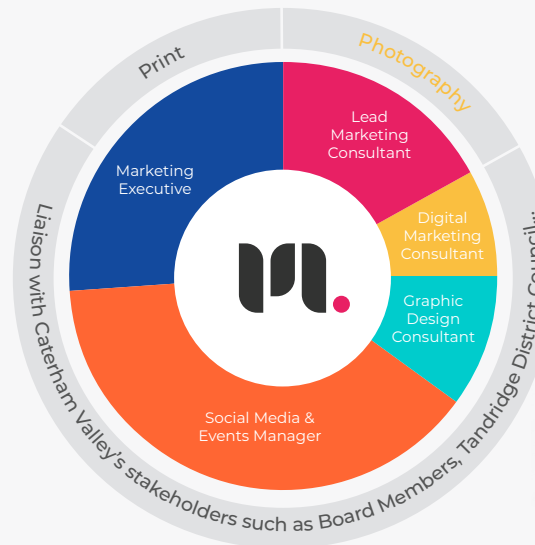
Your Marketing Team

As the BID entered their second five year term, the Board was looking for broader marketing support than could be provided by an individual consultant. Your Marketing Team presented a strategy which included recommended activity and a proposed annual marketing budget (allocated marketing budget defined by the BID Board). Our team have been working with Caterham BID since September 2022.

We deliver

- Marketing management & relationships with levy-paying businesses
- Marketing budget management
- Social media management & PPC management (Facebook & Instagram)

Caterham Valley Marketing Team



- A programme of Community Events to drive footfall into the town centre
- Marketing Workshops for levy-paying businesses
- Digital marketing including ongoing SEO on website
- Content production, including Business showcases
- Email communications to businesses and community



Social media reach and engagement continues to increase year on year.		Caterham Valley for You website continues to attract new visitors through ongoing SEO, social media and new content:	Domain Authority improved by 3 points since April 2023
Facebook Page Reach	86.4K +116.8%	NEW USERS	Over 50 email communications sent to BID Businesses and monthly emails to our community database showcasing BID Businesses, promoting upcoming events, and incorporating local news such as the Regeneration Works.
Link Clicks (to website)	1.4K +7.6%	+420.9% on previous year	(April 23 - Mar 24 figures compared to April 22 - Mar 23)
Instagram Reach	15.8K +25.1%	PAGE VIEWS	
Content Interaction	1.6K +100%	+770.3% on previous year	



“YMT enables us to access the expertise of a range of professionals responsible for design, social media, marketing strategy, events planning and delivery with it all managed by our key contact, Beccy. YMT are exactly what the name implies, they are our marketing team and are an importance and integral part of the team.”

Sue McGeown, CATERHAM VALLEY BID MANAGER



INDUSTRY – INTERNATIONAL FOOD TRADE

Circle Foods

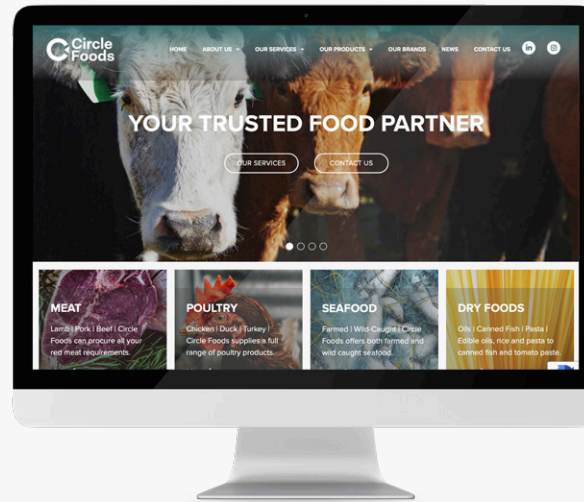
Circle Foods source and supply food across all 7 continents worldwide. The company originates from France as one of the country's largest producers of pork and was established in the UK in 2011 under the name Intermeats.

Your Marketing Team

We delivered a strategic brand review, including positioning, analysis of the competitive landscape and proposed recommended renaming options. The principal objective of this rebrand was to differentiate the company from industry competitors, modernise the brand image, reflect the evolved company offering and highlight key USPs.

We deliver

- We created a new name & brand identity for Circle Foods in 2019
- Developed and managed the initial roll-out of the new brand, including product brochure (print & digital), business cards, event branding
- Commissioned and managed videography & photography to launch new brand and introduce the Circle Foods team
- Website design, build and ongoing maintenance, including copywriting and updates
- Graphic Design for company presence at global Trade Shows
- Ongoing support to create product sheets, update brochureware and event branding as required



Circle Foods Marketing Team



“A huge thank you to Beccy and the team at Your Marketing Team for developing our new name, logo, website and video. We are extremely happy with the work they have done and can highly recommend them.”

Bob Lillecrapp - DIRECTOR, CIRCLE FOODS





INDUSTRY – RECRUITMENT SPECIALISTS

On Target Recruitment

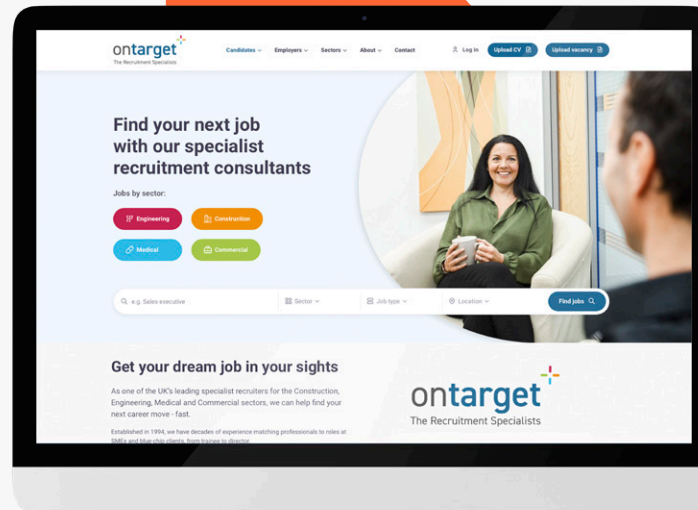
From Trainee up to Board Director, On Target Recruitment are recognised as one of the UK's leading specialist recruitment agencies, having grown significantly since they started in 1994. They have a solid reputation as a fast working, friendly and professional recruiters across technical, sales, marketing and managerial jobs in the Engineering, Construction, Medical and Commercial sectors.

Your Marketing Team

Our first contact with On Target Recruitment was to address their concerns regarding their dated website, built on a platform which was no longer technically supported. We worked with the team to freshen up the brand identity and create a modern website. We currently support the team with monthly email campaign management and regularly updating the resources section of the website.

We deliver

- Email campaign creation & management
- LinkedIn management & post creation
- Resources and articles optimised for SEO & uploaded to the website
- Website updates & development



ontarget
The Recruitment Specialists

On Target Recruitment Marketing Team



“Your Marketing Team have been great at really getting to know our business so that they are able to deliver relevant content to our audience. The journey from initial meeting to branding, website and delivering content has been seamless and we are always able to reach them when we need to. First class service, delivered exceptionally.”

Darren Wrigley - MANAGING DIRECTOR, ON TARGET RECRUITMENT



INDUSTRY – EDUCATION

Greensand Multi Academy Trust

Greensand Multi Academy Trust consists of a mixture of infant, junior, primary and secondary schools located in Surrey and West Sussex. Established in November 2017, the Trust is growing and aims to build upon the strong relationships between the schools to enrich the lives of the children who attend the schools.

Your Marketing Team

As a relatively new Trust, the team approached Your Marketing Team looking to raise the profile of the Trust in the local area and to effectively communicate the benefits and USPs of being part of a multi academy trust. Following an initial consultation, Your Marketing Team proposed a marketing plan with recommended initiatives.

We deliver

- Strategic marketing consultancy
- Brand guidelines and assets, including Power Point template, letterhead, social media profile header & icons
- Designed digital Recruitment Pack, including Recruitment Booklet, Welcome Letter, Personnel Profile template, Job Description template & Application Process

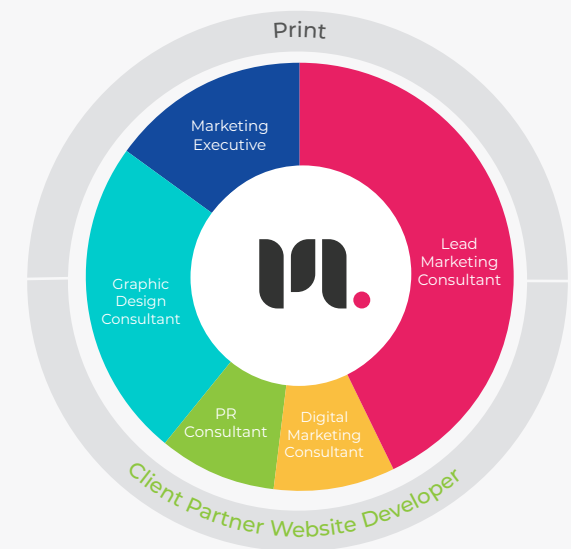
- Designing the annual Impact Report (print & digital)
- Support member schools with promoting Open Mornings across the Autumn Term
- Paid social media campaigns and OOH advertising
- Social media marketing workshops
- Social media content plan for Primary and Secondary schools
- Content creation, including monthly blog programme, testimonials & infographics

“Over the past year, the Trust has made enormous steps in our marketing with the guidance of Your Marketing Team. From implementing systematic communications processes, developing a library of documentation and assets, supporting our member schools to ongoing strategic advice. Our relationship with Your Marketing Team is invaluable, allowing us to tap into a range of marketing expertise that we would not be able to employ in-house.”

Sue Wardlow - CHIEF EXECUTIVE OFFICER, GREENSAND MULTI ACADEMY TRUST



Greensand Multi Academy Trust
Marketing Team





**your
marketing
team**

Lets talk.

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yourmarketingteam.co.uk

